



EuroGEO Showcases: Applications Powered by Europe

e-shape webinars (D6.8)



The e-shape project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 820852

ABSTRACT

This document reports the seven (7) e-shape webinars, one per Showcase: Agriculture, Health, Energy, Ecosystem, Water, Disasters, Climate (Part A and Part B) carried out during the Sprint 2 period from 26th of April until 16th of June 2022 in line with the DoW.

The main goals of the webinar series were: A) to promote the results of the Showcases and Pilots, B) to increase awareness within the EO community and beyond, to the public and private sector as well as to the end users in order to maximize the project's impact and C) to promote the e-shape Help Desk as a tool for the participants to submit their questions before, during and after the webinars.

The Showcase Leaders in collaboration with the Pilot Leaders were responsible to organize and conduct the webinars. WP6 spearheaded the communication and dissemination strategy of the webinars and had the pivotal role to develop a roadmap with guidelines and timeline in order to support and streamline the organization of the webinars.

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v1.x	After the first review
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Vfinal	Deliverable ready to be submitted

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STATUS		DISSEMINATION LEVEL	
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S2	Pending for review		
S3	Draft for comments	CI	Classified, information as referred to in Commission Decision 2001/844/EC.
S4	Under preparation		

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1 EXECUTIVE SUMMARY

This document reports the seven (7) e-shape webinars, one per Showcase: Agriculture, Health, Energy, Ecosystem, Water, Disasters, Climate (Part A and Part B), carried out during the Sprint 2 period from 26th of April until 16th of June 2022 in line with the description of work (DoW).

The main objective of this deliverable is to present the tailored communication and dissemination strategy that was developed and implemented by WP6, the roadmap that was created to ensure effectiveness and last but not least the overall impact of the webinars.

e-shape's dedicated communication and dissemination strategy structured by WP6 for the webinars entailed: The design and development of a coherent "webinar roadmap" for Showcase Leaders, fit-for-purpose communication actions (e-banners, gifs, digital brochure, videos), the development of a dedicated webpage in the e-shape website and social media campaigns.

For the conduction of the webinars, on line platforms were leveraged by the Showcase Leaders allowing powerful interaction.

In order to reach a wider audience and increase the visibility and participation, WP6 leveraged not only the e-shape consortium, but also other relevant networks that served further the dissemination efforts:

- A) Collaboration with WP4 and WP5. WP6 webinars differ for modality, substance and final goal from the user uptake workshops that WP4 has created during the 3 years of project.

While the user uptake workshops' goal is to support the pilots' expansion into new community of users, by fostering the liaison with dedicated stakeholders (private, public, research communities, commercial and non), through 1-1 meetings, demo presentations, break-out rooms and follow-up meetings, that will eventually lead to the uptake of the pilots' EO services; WP6 webinars' goal is to foster the dissemination of the pilots' results among a wider audience, and to the community of users the showcase (and pilots) have been in touch with.

Dissemination is an integral part of the user uptake at a later stage, after the community of users have been identified and put in contact with the pilots, in order to promote and ingest the pilots' results across the final users' workflows.

- B) Collaboration with the communication experts of the consortium via targeted personalized e-mails.

2 ABBREVIATIONS AND ACRONYMS

DoW	Description of Work
EO	Earth Observation
e-shape	EuroGEOSS Showcases: Applications Powered by Europe
EU	European Union
GEO	Group on Earth Observations
H2020	HORIZON 2020
WP	Work Programme
SC	Showcase
NOA	National Observatory of Athens

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5 INTRODUCTION

This document reports on the seven (7) e-shape webinar series, one per Showcase: Agriculture, Health, Energy, Ecosystem, Water, Disasters, Climate (Part A and Part B), carried out from Showcase Leaders with the support of the WP6, during the Sprint 2 period from 26th of April until 16th of June 2022.

The webinars were organized by the SC Leaders with coordination support from WP6. WP6 designed and implemented a communication and dissemination strategy: from the promotion of all webinars, predominantly through social media - with more than 70 posts and YouTube video uploads of each webinar - to the creation of a dedicated webpage on the e-shape website. The webpages depict the project's progress in each Showcase. It promotes the results of the Showcases and Pilots to the public and private sector, as well as to end-users.

6 THE ROADMAP OF THE WEBINARS

WP6 designed and developed a “webinar roadmap” for the Showcase Leaders that was presented to a dedicated online workshop held on February 2022, in order to form the basis and align all the Showcase Leaders with the primary goals of the webinars.

The concept of organizing the initial information workshop was proven critical in terms of brainstorming, sharing ideas, alleviating any concerns and identifying best tactics towards the implementation of a common goal. Eventually, an impactful strategy was shared and agreed, a view to effectively reach target audiences via the webinars. The roadmap included the below stages:

A. The webinar goals:

- To promote the results of the e-shape Showcases and Pilots.
- To increase awareness within the EO community and beyond, to the public and private sector as well as to the end users in order to maximize the project's impact.
- To promote the e-shape Help Desk as a tool for the participants to submit their questions before, during and after the webinars.

B. The goals per Showcases:

- To promote new services to a wider community of potential users, mainly outside the EO club.
- To accentuate and depict the project's progress with tangible results (i.e. success stories).
- To promote the Help Desk as a tool for the participants to submit their questions before, during and after the webinars.

C. The webinars' timeline:

The webinars were to be implemented until June 2022.

D. Communication & Dissemination actions:

WP6 introduced a targeted communication and dissemination action plan using as basic tools the project's website, dedicated e-banners, videos, brochures and social media channels (LinkedIn, Twitter, Facebook and YouTube), (see more details in chapter 3).

7 COMMUNICATION AND DISSEMINATION STRATEGY

The strategy addressed all communication and dissemination aspects. The desired outcome was to command attention, elevate communication impact, promote powerful success stories, demonstrate new services and generally tangible results that conveyed important highlights per Pilot within each showcase. It entailed fit for purpose communication and dissemination actions, which involved:

- to create visually powerful e-banners, webinars' videos, and produce digital brochures.
- to leverage of project's website, with the creation of a dedicated webpage in the e-shape website. The webpage depicts the project's progress in each Showcase, primarily towards the public and private sector, as well as to the end users.
- to activate of social media channels (LinkedIn, Twitter, Facebook and YouTube), with more than 70 posts and YouTube video uploads of each webinar.

The communication actions were strongly tied to the revised e-shape communication and dissemination strategy that was created under the main motto "e-shape Immersed" with a view to depict project's progress and provide the opportunity to further delve into e-shape's thematics.

More specifically, WP6:

- Provided, through a dedicated presentation, **guidelines** and useful tips/suggestions regarding the structure of the agenda, the titles, the key messages, the duration, the target audience etc.
- Provided a **concept note template** (Figure 17) to each SC Leader, in order to serve as a key reference point for timely communication actions of WP6 (i.e. e-banners).
- Created a [dedicated webpage](#) in the e-shape website. The webpage was updated accordingly in order to support attendance by providing substantial information to the visitors such as abstracts, agendas, registration links, and the recording files of each webinar (Figure 1). Figure 2 reveals the interest in the webpage from the first day it went public (1st of April 2022) up to date, with almost 660 views of the dedicated page and 504 unique page views.
- Created **17 e-banners** in order to promote and communicate the webinars. (Figures 3-13).
- Carried out more than **70 social media-based dissemination actions**.
- Created, in collaboration with Showcase Energy, a **dedicated digital informative leaflet for the SC3 webinar** online promotion (Figure 14).

- Uploaded all webinar **recordings** in the [e-shape YouTube channel](#).
- Produced 2 **teaser gif files** promoting the 7 webinars (i.e. [teaser gif](#)) (Figure 15)
- Provided a **dissemination template** in order for the SC Leaders to report in a precise and concise manner the main outputs, results, impact etc. of their webinar (Figure 16).
- **Stressed to SC Leaders:** a) **the importance of promoting the Help Desk tool** as a means of interaction with the participants and b) **the communication value of the webinars' recordings** in order to promote them through the [e-shape's You Tube Channel](#).
- Urged SC Leaders to demonstrate, during their webinars, the **newly released powerful video of e-shape**.
- Promoted through social media a [short video created by SC2 Health](#).

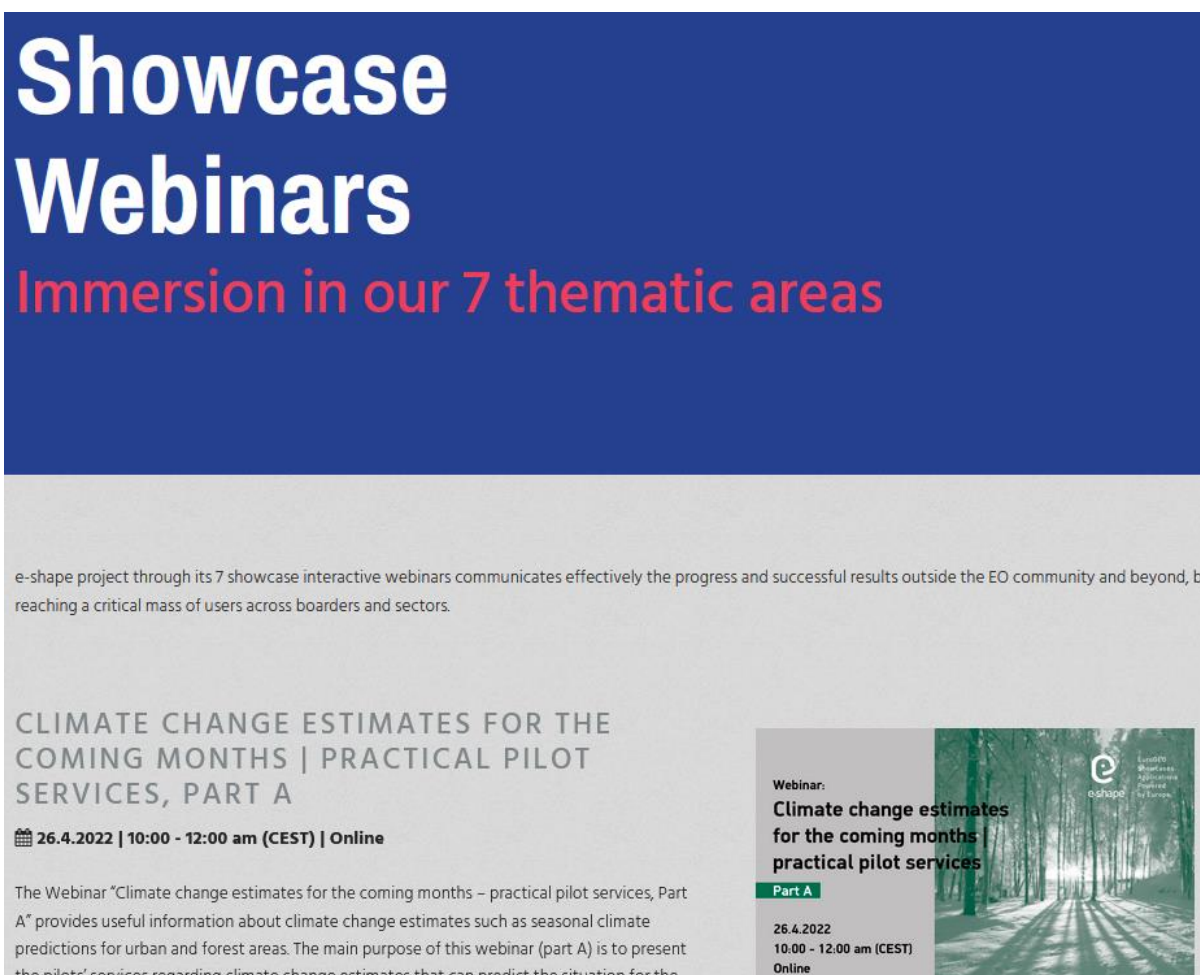


Figure 1: Screenshot from webinars' dedicated webpage

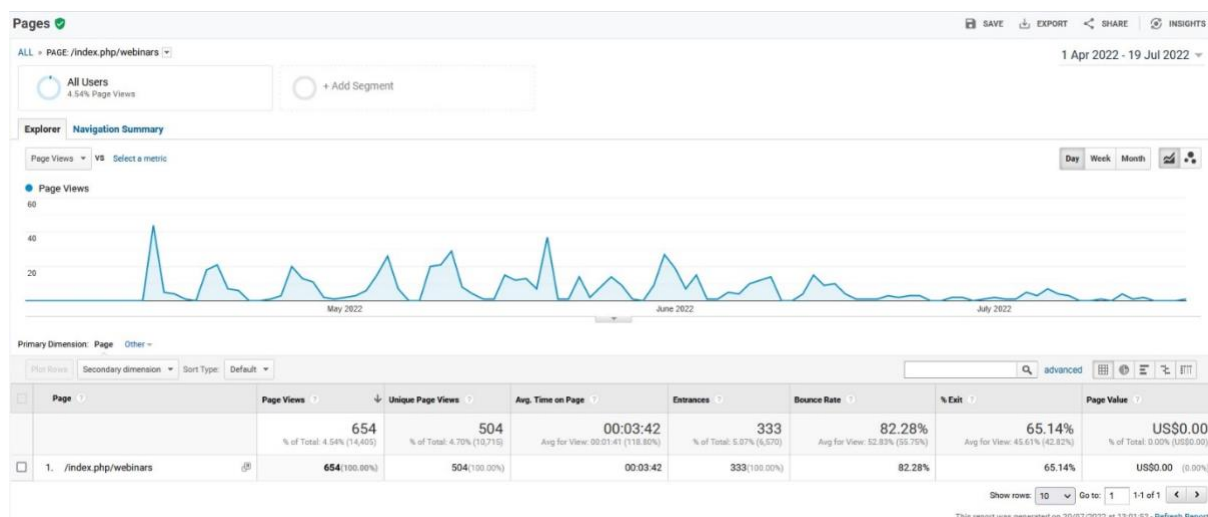


Figure 2: Screenshot from webinars' dedicated webpage statistics

7.1 Pre – campaign banners (indicatively)

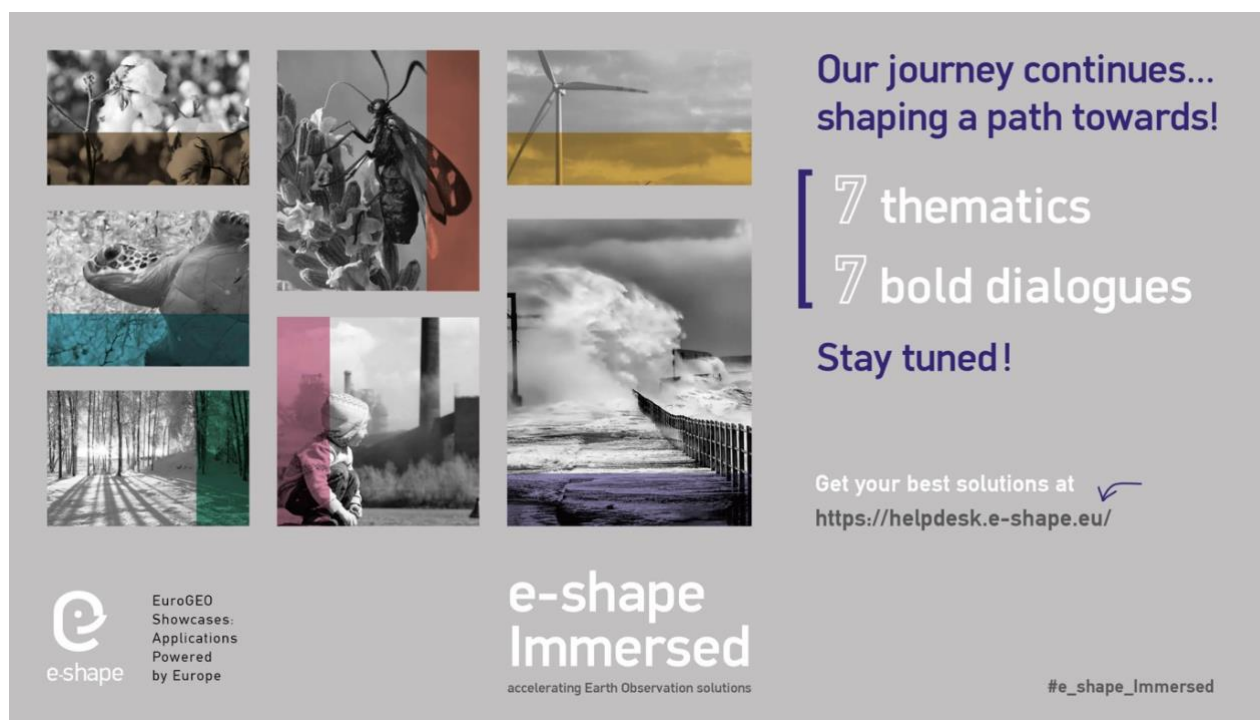



Figure 3: Pre - campaign e-banner



Webinar:
**Climate change estimates
for the coming months |
practical pilot services**

Part A

26.4.2022
10:00 - 12:00 am (CEST)
Online

**e-shape
Immersed**
accelerating Earth Observation solutions

 **climate**

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Get your best solutions at 
<https://helpdesk.e-shape.eu/>

<https://e-shape.eu>
[#e_shape_Immersed](#)

Figure 4: Main - campaign e-banner (Climate, Part A)



Webinar:
**Climate change estimates
for the coming months |
practical pilot services**

Part B

15.6.2022
10:00 - 12:00 am (CEST)
Online

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 **climate**

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Figure 5: Main - campaign e-banner (Climate, Part B)




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Webinar:
**How can EO help manage water
resources? Application examples
from the e-shape project**

10.5.2022
13:00 - 17.30 (CET)
Online

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accelerating Earth Observation solutions


water

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Figure 6: Main - campaign e-banner (Water)



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**e-shape Workshop: EuroGEO showcase
for Renewable Energy**

31.5.2022
9:00 - 17:00 (CEST)
Hybrid | Location: MINES Paris – PSL,
Campus Pierre Laffitte,
1 rue Claude Daunesse,
Sophia Antipolis, France
Amphitheater Mozart, Building A

**e-shape
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accelerating Earth Observation solutions


**renewable
energy**

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Figure 7: Main - campaign e-banner (Energy)



Webinar:
**Emerging Earth Observation technologies
in support of Health surveillance:
From scientific data to knowledge**

8.6.2022
14:00 - 16:00 (CEST)
Online

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accelerating Earth Observation solutions

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 **health**

Figure 8: Main - campaign e-banner (Health)



Webinar:
**EO in support of agricultural activities:
New horizons**

9.6.2022
9:00 - 12:30 (CEST)
Online

e-shape
accelerating Earth Observation solutions

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 **agriculture**

Figure 9: Main - campaign e-banner (Agriculture)



Webinar:
**Tools to aid site and platform managers
in assessing site status and existing remote
sensing data products**

9.6.2022
14:00 - 16:00 (CEST)
Online

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ecosystem

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e-shape

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Figure 10: Main - campaign e-banner (Ecosystem)



Webinar:
**Earth Observation in support of disasters
resilience for the protection of citizens,
economies and ecosystems**

16.6.2022
10:00 - 13:00 (CEST)
Online

**e-shape
Immersed**
accelerating Earth Observation solutions


disasters

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<https://e-shape.eu>
[#e_shape_Immersed](#)


e-shape

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Showcases:
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Figure 11: Main - campaign e-banner (Disasters)

7.2 Post - campaign banners (indicatively)

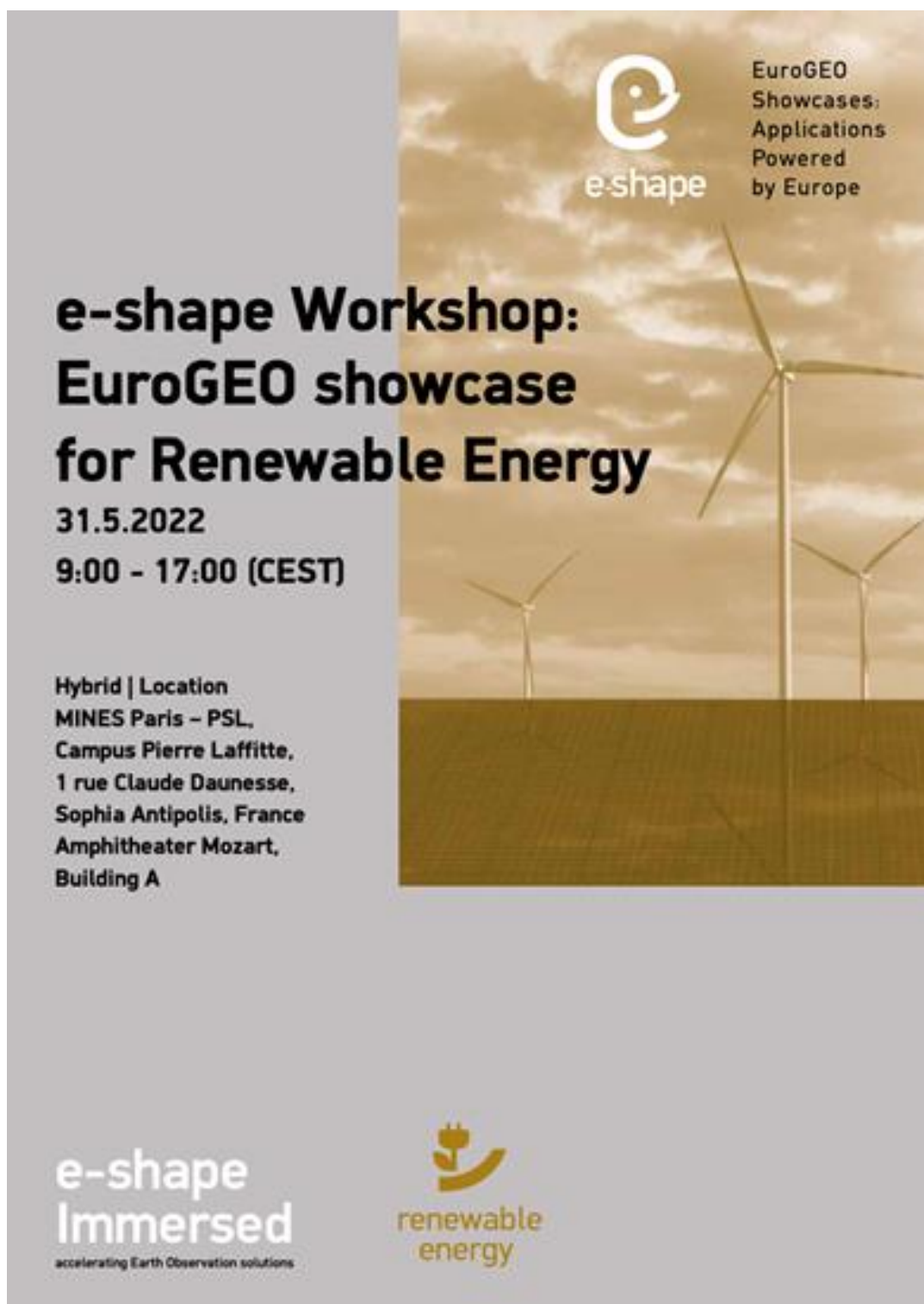


Figure 12: Post - campaign e-banner (Water)



Figure 13: Post - campaign e-banner (Disasters)

7.3 Sample digital leaflet (example of the Renewable Energy Showcase SC3)



The leaflet features a vertical split design. The left side has a solid grey background with white text. The right side features a photograph of three wind turbines against a cloudy sky, with a dark brown horizontal band at the bottom. Logos for e-shape, EuroGEO, and renewable energy are placed within their respective color schemes.


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Applications
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e-shape Workshop: EuroGEO showcase for Renewable Energy

**31.5.2022
9:00 - 17:00 (CEST)**

**Hybrid | Location
MINES Paris – PSL,
Campus Pierre Laffitte,
1 rue Claude Daunesse,
Sophia Antipolis, France
Amphitheater Mozart,
Building A**

**e-shape
Immersed**
accelerating Earth Observation solutions


**renewable
energy**

About this Webinar

To support the clean energy transition of the European Green Deal, the sector of Renewable Energy, from education and research to industry, public decision-making and citizens can largely lean on the open-source business-compliant Earth Observation (EO) access to data and supported by cloud facilities provided by the European program Copernicus.

The workshop "e-shape Workshop: EuroGEO showcase for Renewable Energy", in the framework of the on-going Horizon 2020 project e-shape (described in the section below), will be held on May 31st 2022 and will take place in the Campus Pierre Laffitte.

MINES Paris in Sophia Antipolis, France. It will be organized as a hybrid workshop, allowing face to face interaction along with participation through a videoconference system.

The workshop aims at bringing together actors of the value chain from the Earth Observation to Renewable Energy with current or emerging applications based on Copernicus to answer the need of the renewable energy industries and decision-making. This workshop echoes a previous workshop Copernicus4Energy organized by the EU DG-GROW in 2017.

Objectives

> To present the four pilots of the e-shape showcase "Renewable Energy", in the domain of solar and wind energies, in interaction with some of their identified end-users (see next session for more information), empowering dedicated co-design approaches developed within e-shape.

- > To invite other Copernicus EO-based applications or prototypes developers in the domain of Renewable Energy with identified users, opening the scope to other renewable sources such as marine, biomass, hydroelectric, geothermal, etc. but also

considering different time scales, from historical to climate projection and different spatial scales from a worldwide coverage to local regions of interest.

> To have an updated overview of the current and emerging Copernicus offers in terms of data, information and cloud services with a focus on the renewable energy sector.

> To discuss the way forward to develop new applications based on Copernicus to support the clean energy transition of the European Green Deal and supporting EuroGEO.

Agenda

09:00 - 09:30	Registration
09:30 - 09:45	Welcome and presentation of e-shop, Prof. Thierry Ranchin
09:45 - 10:00	Presentation of the Showcase 3 Renewable Energy, Prof. Philippe Blanc
10:00 - 11:00	<p>Session 1, part 1 (15 min + 5 min Q&A)</p> <ul style="list-style-type: none"> → nextSENSE: solar energy nowcasting @ short-term forecasting system, Stelios Kazadakis, PMOD WRC → High photovoltaic penetration at urban scale: Energy Modeling Application Coupling to FlexiGIS, Suzanne Weyand and Jethro Betcke, DLR → High photovoltaic penetration at urban scale: near on-the-fly Service for solar variability assessment and forecasting, Philippe Blanc, ARMINES
11:00 - 11:20	Coffee break
11:20 - 13:00	<p>Session 1, part 2 (15 min + 5 min Q&A)</p> <ul style="list-style-type: none"> → Merging offshore wind products, Merete Badger, DTU → WindSight First class input data for wind energy models, Torsten Bonda, DHI Gras → Finding the best deployment site for a combined floating wind and wave energy system, TIDEA Power Systems, TBC → Tidal Energy Assessment - TIDEA, Noveltis, TBC → Wildfire management for electric grids, SILVANUS, H2020, TBC
13:00 - 14:00	Lunch
14:00 - 15:40	<p>Session 2 (15 min + 5 min Q&A)</p> <ul style="list-style-type: none"> → Climate services for the energy sector. A few examples of practical application developed in the context of the Copernicus Climate Change Service, Carlo Buontempo, ECOMWF → Copernicus Data Access @ DestinE Core Platform ecosystems, Eric Monjeux, ESA → EUSPA and Cassini program, Chiara Solimini, EUSPA → Copernicus and renewable energy, Maria Berthel, DG Defis, TBC → EuroGeoG as a collaborative framework to upscale ED derived application, Jean Dusart, DG RTD
15:40 - 16:00	Coffee break
16:00 - 16:50	Session 3: Open discussion and Q&A
16:50 - 17:00	Closing remarks, Prof. Thierry Ranchin

Fast Fact

e-shape Showcase 3 | Renewable Energy

The on-going Horizon 2020 project *e-shape* (2019-2023) aims at bringing together decades of public investment in Earth Observation (EO) supported by recent cloud capabilities offered by the Data and Information Access Services (DIAS) into services for the decision-makers, the citizens, the industry, and the researchers. It allows Europe to position itself as global force in EO through leveraging Copernicus, making use of existing European capacities, and improving user uptake of the data from GEO assets.

The project e-shape is meant to be a support to the EuroGEO, dealing with seven showcases of societal challenge: agriculture, health, renewable energy, ecosystem, water, disasters, and climate.

The e-shape showcase "Renewable Energy" is contributing notably to the UN Sustainable Development Goal 7 (SDG7) and to the initiative *GEO VENER*, engaging collaborations between research centers, data providers, DIAS, and end-users from research, industries, decision-makers and citizens to provide from different Copernicus and other European EO sources, innovative and technology mature products and services for renewable energy development and management.

The showcase is composed of four pilots, including one on-boarded in 2020. Two pilots are dealing with Solar Energy and the two others with Wind Energy.

> The first pilot on Solar Energy, named NextSense, led by PMOD/WRC and NOA, provides continuous monitoring and short-term forecasting of solar energy in real-time for Europe and North Africa.

► The second pilot on Solar Energy, led by ARMINES and DLR, is focused on high photovoltaic penetration at urban scale and provides services for historical and forecasted time series of power output of fleets of distributed PV at urban scale and integration to FlexiGIS, the open-source GIS-based platform for modelling energy systems and flexibility options in urban areas.

> The first pilot on Wind Energy, led by DTU, is dedicated to offshore wind energy and provides high-resolution wind maps in near-real-time and resource maps combining images from the heritage of European SAR and scatterometer missions

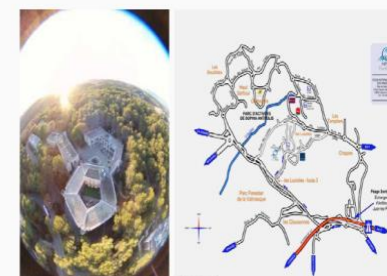
> The second pilot on Wind Energy, led by DHI GRAS and on-boarded into e-shape on 2020, is providing EO-based first class data for on-shore wind to ensure optimal wind resource estimations from the combination of Copernicus Sentinel 1 and 2

The Venue in Sophia Antipolis



AMPHITHEATER MOZART, Building A

The premises of MINES ParisTech, where the meeting will take place, are located at the Technological Park of Sophia-Antipolis, in the South of France. It is 20 km from the city of Nice. The airport connection is Nice.



MINES ParisTech
Campus Pierre Laiffitte
1 rue Claude Daunesse,
F-06904 Sophia Antipolis VALBONNE



Zoom participation

<https://us06web.zoom.us/j/81087482102?pwd=TVZFQjRkaVZxaUk4d0ZnOHJXY29iUT09>

Passcode: e-shapeSC3

Webinar ID: 810 8748 2102

Passcode: 3761709415

Figure 14: Digital informative leaflet for the SC3 webinar [\(renewable energy\)](#)¹

¹ https://e-shape.eu/images/webinars/flyer_e-shape_immersed_SC3_spread.pdf

7.4 Supporting materials (teaser, dissemination template)

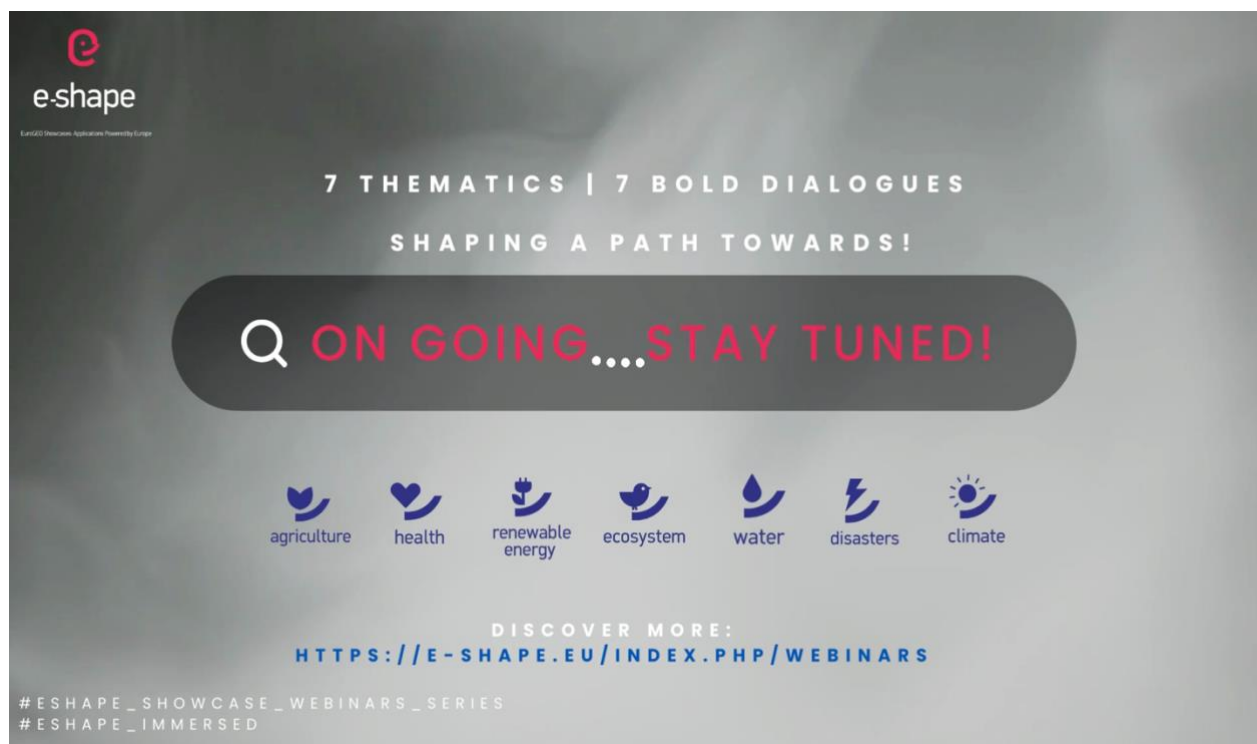


Figure 15: Teaser gif

Strengthening the benefits for Europe of the Global Earth Observation System of Systems (GEOSS) Establishing 'EuroGEO'

REPORT – FEEDBACK ON WEBINARS		
REPORTED DATE		
SHOWCASE / THEMATIC		
PARTNER		

ACTIVITY

TITLE OF WEBINAR		
DATE(S) & LOCATION OF ACTIVITY	i.e. Online, hybrid	
OBJECTIVES OF THE WEBINAR		
MAIN OUTPUTS		
SPECIFY YOUR PROGRESS PRESENTED	please elaborate i.e. showcasing progress and results within the framework of e-shape / Which new services or new platforms you have presented	
AUDIENCE (number & profile)	Number of participants and list with the names of the organizations	Key Stakeholders
FEEDBACK & IMPACT		
USERS' ENGAGEMENT	YES/NO and HOW (please elaborate)	
PHOTOS/PPTs	Kindly attach relevant photos & presentations (pdf) of the webinar	
Recorded File	Please send us by e-mail in MP4 format in order WP6 to upload it on e-shape's You Tube Channel	
SOCIAL MEDIA POSTS	Provide us with the related links with the posts of your webinar (except from e-shape)	
CONTACT PERSON		

Figure 16: Dissemination Template

7.5 Concept notes

In order to accurately develop the tailored communication material and dissemination approach, WP6 took into account the SC Leaders' webinars concept notes.

Notably, the key messages and target audiences according to the feedback received per concept note were:

Showcase 1: Agriculture

Key Message:

To provide an overview of the wide array of possibilities of how EO data can be used in an agricultural setting, from a policy support tool, national monitoring, insurances, to farmers.

Target Audience:

Governmental organizations, farmers' associations, advisory services, insurance companies, universities

Showcase 2: Health

Key Message:

To demonstrate the value of Earth Observation, the engagement of communities and deliver data and information in support of Public Health Surveillance by yielding insight into the threat of vector-borne and environmentally-linked diseases.

Target Audience: Not specified

Showcase 3: Energy

Key Message:

To bring together actors of the value chain from the Earth Observation to Renewable Energy with current or emerging applications based on Copernicus to answer the need of the renewable energy industries and decision-making.

Target Audience:

Outside EO and e-shape community, reaching potential new users, stakeholders and market audience from business community, academia, public institutions at a national level and beyond.

Showcase 4: Ecosystem

Key Message: To present myEcosystem services and developments to the main user group, outline the benefit for assessments.

Target Audience:

Site and platform coordinators/protected area managers.

Showcase 5: Water

Key Message:

To embrace the multidisciplinary of this field by presenting seven Pilot applications that focus on different elements, from inland waters to coastal areas and the ocean, providing a link to different European Directives and Policies - Water and the Marine Strategy Framework Directives, the Floods, the Integrated Coastal Management Directives and the Common Fisheries Policy - and SDGs - Clean Water and Sanitation, Life Below Water and Climate Action.

Target Audience:

Outside EO and e-shape community, reaching potential new users, stakeholders and market audience from business community, academia, public institutions at a national level and beyond.

Showcase 6: Disasters

Key Message:

To bring together actors of the value chain from the Earth Observation to Disasters Resilience to showcase state-of-the-art products and services in support of disasters resilience for the protection of citizens, economies and ecosystems.

Target Audience:

Stakeholders, including decision makers and key users from both the public and the private sector, as well as the scientific community.

Showcase 7: Climate

Webinar, Part A

Key Message:

To provide information about climate change estimates such as seasonal climate predictions for urban and forest areas. The main purpose of this seminar was to make people aware of these amazing Pilot services regarding climate change estimates that can predict the situation for the coming months, for example to be able to prepare and plan winter street maintenance or forest harvesting.

Target Audience:

Forestry operators, city administrations, tourist information services, hotels and winter tire sales.

Webinar, Part B


Key Message:

To provide information about climate change estimates in hydropower and global carbon and greenhouse gas emissions. The main purpose of this seminar was to make people aware of

these amazing Pilot services regarding climate change estimates that can predict the situation for the coming months for example to be able to prepare and plan hydrology related issues (such as hydropower management) as well as estimate and find improved information about the sources of global carbon and greenhouse gas emissions.


Target Audience:

Forestry operators, city administrations, tourist information services, hotels, winter tire sales and hydropower companies.



Strengthening the benefits for Europe of the
Global Earth Observation System of Systems (GEOSS)
Establishing 'EuroGEO'

Concept Note	
Webinar Details	
REPORTING DATE	today's date
SHOWCASE THEMATIC	i.e. SC1 Agriculture
SHOWCASE LEADER (NAME) PARTNER	
TITLE OF THE WEBINAR	
DATE OF THE WEBINAR	
DURATION	i.e. 9:00 - 17:00 pm (CET)
LOCATION	i.e. Online, hybrid
KEY MESSAGE	
TARGET AUDIENCE	<p>Outside EO and e-shape community, reaching potential new users, stakeholders and target audience from business community, academia, public institutions at a national level and beyond.</p> <p style="color: red;">Please attach your potential attendee list (i.e invitees) mentioning ONLY names of organizations/universities/private companies/research institutions etc.</p>
WEBINAR PLATFORM	<p>i.e. Zoom, Microsoft Teams, etc.</p> <p style="color: red;">Important Note 1 The platform is mandatory to have a recording option (required for deliverable)</p>



Strengthening the benefits for Europe of the
Global Earth Observation System of Systems (GEOSS)
Establishing 'EuroGEO'

REGISTRATION LINK	Required before the event, in order to be able to have a participants list with the names of the organizations participated after the event
DEADLINE FOR REGISTRATIONS (optional)	If you have deadline for the registrations please inform us
INTERACTION	<p style="color: red;">Important Note 2 It is important to have a Q&A section (required for deliverable)</p>
AGENDA	Please attach the webinar agenda
RELATED LINKS	Organization links with the announcement of your webinar (besides e-shape)
CONTACT PERSON	

Conference Summary:

Please describe in detail the objective of your webinar

Figure 17: Concept Note

7.6 The social media campaigns

Since social media constitute a powerful mean for the real-time, continuous engagement of the various stakeholders, WP6 pursued to significantly utilize the channels as a main tool to spread knowledge about the webinar series.

More specifically, a pre, main, and post campaign in social media was created under the basic key communication message “e-shape Immersed” in alignment with the new e-shape’s communication and dissemination strategy umbrella aiming to depict project’s progress and provide the opportunity to further delve into the e-shape thematics.

The content of the social media campaigns was tailored, simple, easy to recall, repeated and attention- getting, based on the thematic of every webinar, with a persistent approach on the promotion of the Help Desk tool. The appealing e-banners in accordance with the showcase thematics and the e-shape’s visual identity complemented the social media campaigns of WP6.

In terms of dissemination and outreach, 75 posts were published in the e-shape social media channels during the conduction period of the webinars.

Indicative post links (LinkedIn & Twitter):

pre-campaign

https://www.linkedin.com/posts/e-shape-project-072977185_take-deep-dives-into-our-7-thematic-areas-activity-6919942527470985216-rCeX?utm_source=linkedin_share&utm_medium=member_desktop_web

https://twitter.com/eshape_eu/status/1514178056637853697?s=20&t=U-vNLR6dcmK37gxlQ5wqA

save the date/announcement

https://www.linkedin.com/posts/e-shape-project-072977185_eurogeo-earthabrobervation-renewableabreenergy-activity-6930102092690796544-Dfgy?utm_source=linkedin_share&utm_medium=member_desktop_web

https://twitter.com/eshape_eu/status/1532640484065173505?s=20&t=U-vNLR6dcmK37gxlQ5wqA

reminder

https://www.linkedin.com/posts/e-shape-project-072977185_earthabrobervation-renewableabreenergy-copernicus-activity-6936990464327745536-tkz2?utm_source=linkedin_share&utm_medium=member_desktop_web

https://twitter.com/eshape_eu/status/1523619631033843712?s=20&t=U-vNLR6dcmK37gxlQ5wqA

teaser

https://www.linkedin.com/posts/e-shape-project-072977185_eshapeabrshowcaseabrwebinarsabrseries-eshapeabrimmersed-activity-6932273832351141888-Lypt?utm_source=linkedin_share&utm_medium=member_desktop_web

https://twitter.com/eshape_eu/status/1526510392540807168?s=20&t=U-vNLR6dcmK37gxlQ5wqA

post campaign

https://www.linkedin.com/posts/e-shape-project-072977185_eshapeabrimmersed-eshapeabrshowcaseabrwebinarsabrseries-activity-6942461193382985728-w0Bf?utm_source=linkedin_share&utm_medium=member_desktop_web

https://twitter.com/eshape_eu/status/1531929654524878849?s=20&t=U-vNLR6dcmK37gxlQ5wqA

8 WEBINARS AND IMPACT

This chapter provides details per webinar with a special focus on the impact and the main outputs of each webinar, based on the dissemination reports that WP6 received from the SC Leaders. In total 263 participants from European Institutions, sci-research, private and public sectors within the Showcases domain of interest, academia and Non-Governmental Organizations (NGOs) joined the webinar series. Notably:

8.1 Webinar for Climate, Part A (Showcase 7)

Title:

CLIMATE CHANGE ESTIMATES FOR THE COMING MONTHS | PRACTICAL PILOT SERVICES, PART A

Date:

26.4.2022 | 10:00 - 12:00 am (CEST) | Online

Summary:

The Webinar “Climate change estimates for the coming months – practical Pilot services, Part A” provided useful information about climate change estimates such as seasonal climate predictions for urban and forest areas. The main purpose of this webinar (part A) was to present the Pilots’ services regarding climate change estimates that can predict the situation for the coming months such as the preparation and planning of winter street maintenance or forest harvesting.

In particular, this webinar gave the participants useful information about climate variability estimates such as sub-seasonal and seasonal climate predictions for urban (Pilot 2) and forest areas (Pilot 3), and for safety driving conditions (Pilot 5).

Impact:

The main impact of the webinar was that it informed the audience about the Pilot services regarding climate variability estimates and predictions that could help for instance to prepare and plan winter street maintenance, forest harvesting and winter tire change, and foster safety driving. There was a fruitful discussion regarding the Pilot services after each presentation and the feedback that was given to the Pilot presenters from potential users was very important.

Participation: The total number of participants was 9.

Organizations/Companies participating (indicatively): FMI, DWD and NOA.

Recording (published on YouTube):

<https://www.youtube.com/watch?v=vGpPn6HWe3Q>

8.2 Webinar for Water (Showcase 5)

Title:

HOW CAN EO HELP MANAGE WATER RESOURCES? APPLICATION EXAMPLES FROM THE e-shape PROJECT

Date:

10.5.2022 | 13:00 - 17:30 pm (CEST) | Online

Summary:

The Water Resources Management showcase webinar embraced the multidisciplinary of this field by presenting seven Pilot applications that focus on different elements, from inland waters to coastal areas and the ocean, providing a link to different European Directives and Policies - Water and the Marine Strategy Framework Directives, the Floods, the Integrated Coastal Management Directives and the Common Fisheries Policy - and SDGs - Clean Water and Sanitation, Life Below Water and Climate Action. To that end, the webinar was divided in three different thematic sessions organizing the Pilot presentations into Inland, Coastal and Ocean Waters. All sessions were organized in the same day. This way we provided the opportunity to each attendee to browse through all presentations in the three thematic areas or only concentrate in the session(s) that best fit their profile.

Impact:

In each session, attendees had the opportunity to be informed about the current status of the application, focusing on demonstrating concrete results and use cases for each application to help future users decide on its usefulness in their operational activities. Updated information regarding all Pilot applications from Showcase 5 was presented to the audience, detailing each Pilot portfolio of services, engaged users and current results, including live demos whenever possible.

The webinar raised awareness regarding the showcase Pilot applications within potential end users, attracting additional “customers” for the presented services.

No user engagement was specifically foreseen in this webinar, as it was open for any stakeholder interested in knowing the Pilot applications. While some potential users (as

University of Algarve) attended the event, no interaction regarding further use or testing of the services was discussed.

Participation: 43 participants

Organizations/Companies participating (indicatively): NOA, SatSense, Be Geospatial AB, RWS, Elecnor, Nelen & Schuurmans, GMV, ESA, +ATLANTIC CoLAB, RISE, SMHI, National Administration of Romanian Waters, IPMA, OGC, Planetek, MARIS, CLS, LIST, WaterInsight, University of Algarve, PML

Recording (published on YouTube):

<https://www.youtube.com/watch?v=peX036D3AdE>

8.3 Webinar for Energy (Showcase 3)

Title:

e-shape WORKSHOP: EUROGEO SHOWCASE FOR RENEWABLE ENERGY

Date:

31.5.2022 | 9:00 - 17:00 pm (CEST) | Hybrid

Summary:

To support the clean energy transition of the European Green Deal, the sector of Renewable Energy, from education and research to industry, public decision-making and citizens can largely lean on the open-source business-compliant Earth Observation (EO) access to data and supported by cloud facilities provided by the European program Copernicus. The workshop “e-shape Workshop: EuroGEO showcase for Renewable Energy”, in the framework of the on-going Horizon 2020 project e-shape was held on May 31st 2022 and took place in the Campus Pierre Laffitte, MINES Paris in Sophia Antipolis, France. It was organized as a hybrid workshop, allowing face to face interaction along with participation through a videoconference system. The workshop aimed at bringing together actors of the value chain from the Earth Observation to Renewable Energy with current or emerging applications based on Copernicus to answer the need of the renewable energy industries and decision-making.

Impact:

- The four Pilots of the e-shape showcase "Renewable Energy" were presented in the domain of solar and wind energies, in interaction with some of their identified end-users (see next session for more information), empowering dedicated co-design approaches developed within e-shape.
- Discussion with other Copernicus EO-based applications or prototypes developers in the domain of Renewable Energy with identified users, opening the scope to other renewable sources such as marine, biomass, hydroelectric, geothermal, etc. but also considering different time scales, from historical to climate projection and different spatial scales from a worldwide coverage to local regions of interest.

- SC3 gained an updated overview of the current and emerging Copernicus offers in terms of data, information and cloud services with a focus on the renewable energy sector.
- Discussion about the way forward to develop new applications based on Copernicus to support the clean energy transition of the European Green Deal and supporting EuroGEO.

The four Pilots of the e-shape showcase "Renewable Energy" were presented in their state of progress. EO-based applications for Renewable Energy were also presented regarding Marine Energy and Wildfire management for electric infrastructure. It was reported an interesting discussion with ECMWF, ESA, EU Space, and EU DG Defis and RTD.

Participation: 24 participants (18 hybrid + 6 physical presences).

Organizations/Companies participating (indicatively):

NOA, PMOD WRC, CEDARE, ARMINES, TRANSVALOR, DLR, DTU, DHI GRASS, Energias de Portugal (EDP), Noveltis (Fr), ECMWF, ESA (DestinE, CDA), EU Space, DG Defis, DG RTD

Recording (published on YouTube):

<https://www.youtube.com/watch?v=47TZ7LtQfJI>

8.4 Webinar for Health (Showcase 2)

Title:

EMERGING EARTH OBSERVATION TECHNOLOGIES IN SUPPORT OF HEALTH SURVEILLANCE: FROM SCIENTIFIC DATA TO KNOWLEDGE

Date: 8.6.2022 | 14:00 - 16:00 (CEST) | Online

Summary:

The webinar aimed at giving a short demonstration, providing insights regarding the applications and web services developed within the Showcase. The progress and results of the Showcase were presented as well as the first results of the new Pilot "EYWA - Early Warning System for Mosquito-Borne Diseases".

Impact:

The Health webinar focused on raising awareness to the decision-maker community on the contribution of science in producing knowledge from scientific observations yielding insight into the pollution-linked and vector-borne diseases. The webinar raised awareness on developed tools that will:

- Improve the policy making process and support the assessment of the effectiveness.
- Evaluation of measures undertaken by Nations to achieve the goals of international conventions.
- Contribute to the implementation of the GEO work plan through flagships and initiatives.
- Provide high-quality satellite-derived information on air quality in urban environment and give solutions to detected issues.

- Support EU regulators with a roadmap to build integrated early warning systems.

Participation: 38 participants. The audience was receptive and interested, asked several questions.

Organizations/Companies participating (indicatively):

NOA, MUNI-RECETOX, CNR, HZG, UNICAL, DLR, FMI, IIASA, DIPTERON UG, DLR, Duth, GEO Secretariat, German-Aerospace-Center (DLR), Group on Earth Observations, Helmholtz-Zentrum Hereon, Istituto Nazionale Di Geofisica e Vulcanologia, National Observatory of Athens (NOA), RECETOX, Rsk group, SA Weather Service, Swinburne Sarawak, Swinburne University of Technology, UN Environment Programme, UNEP Minamata Convention on Mercury, Università della Calabria (UNICAL).

Recording (published on YouTube):

https://www.youtube.com/watch?v=JI_Ha9135JU

8.5 Webinar for Agriculture (Showcase 1):

Title:

EO IN SUPPORT OF AGRICULTURAL ACTIVITIES: NEW HORIZONS

Date:

9.6.2022 | 9:00 - 12:30 (CEST) | Online

Summary:

Earth Observation data is becoming more and more mainstream in agricultural applications. There is however a very large diversity in how it is used, the specific applications, and how it is offered to the different end-users. In this webinar, it was highlighted how these data can be used for agricultural applications, building on the experiences from e-shape. A specific focus was on how to create added-value for a wide range of end users, including farmers, advisory services, insurance companies, policy makers and governmental institutes. Seven different use cases were presented, each with their own specific focus and target group. All SC1 Pilots (7 in total) presented the current status of their work, as well as provided more information on their mission, and how they envision EO data can contribute to agriculture.

Impact:

By presenting all Pilots in one event, it was interesting to realise how diverse the applications are, as well as how different organizations use EO data, and make it available to end-users. Some make data products available through platforms and/or API's, while others make their services available so that end-users can compute the EO-products themselves based on needs.

Participation:

49 people participants. The attendees were very diverse, reflecting the broad topics in the presentations. User interaction was mainly through the chat.

Organizations/Companies participating (indicatively):

Partner organizations, EC, universities, EO service providers, NGO's, large enterprises

Recording (published on YouTube):

<https://www.youtube.com/watch?v=5iB9yk5OyjA>

8.6 Webinar for Ecosystem (Showcase 4)

Title:

TOOLS TO AID SITE AND PLATFORM COORDINATORS IN ASSESSING SITE STATUS AND EXISTING REMOTE SENSING DATA PRODUCTS

Date: 9.6.2022 | 14:00 - 16:00 (CEST) | Online

Summary:

In the e-shape showcase myEcosystem, the three Pilots mySPACE, mySITE and myVARIABLE joined forces to start an integration of data and information from three worlds, in-situ, satellite and modeling. The aim was to serve focal user groups by offering seamless access to consistently scaled environmental information from various sources at benchmark sites.

Impact:

In the Ecosystem webinar the first concrete outcomes from each Pilot as well as the benefit for site and platform coordinators in their daily work and how it serves as Pilot for current and future eLTER activities, was presented. The interactive mode of the webinar was very important as was collected feedback from the users on further needs regarding data and services in daily life to facilitate reporting and monitoring activities. All services developed within the showcase was presented: DEIMS-SDR, EcoSense, VLab and EBV Data portal to the main user group, outline the benefit for assessments.

Participation: 47 participants, including all site and platform managers of long-term observation sites across Europe. The feedback was explicitly positive, with a few suggestions for the improvement on DEIMS and EcoSense.

Recording (published on YouTube):

https://www.youtube.com/watch?v=4Jk_Mq7WRxc

8.7 Webinar Disasters (Showcase 6)

Title:

EARTH OBSERVATION IN SUPPORT OF DISASTERS RESILIENCE FOR THE PROTECTION OF CITIZENS, ECONOMIES AND ECOSYSTEMS

Date:

16.6.2022 | 10:00 - 13:00 (CEST) | Online

Summary:

The webinar presented the six Pilots of the e-shape showcase "Disasters Resilience" in interaction with some of their identified end-users, empowering dedicated co-design approaches developed within e-shape; In particular, the achieved goals were:

- To invite other Copernicus EO-based applications or prototypes developers in the domain of Disasters Resilience with identified users, opening the scope to other disaster types, but also considering different time and spatial scales;
- To have an updated overview of the current and emerging Copernicus offers in terms of data, information and cloud services with a focus on the disasters resilience sector;
- To discuss the way forward to develop new applications based on Copernicus to support the disasters resilience in line with the priorities and the goals set by the Sendai Framework on Disaster Risk Reduction and SDGs 2 & 11 and supporting EuroGEO.

Impact:

The webinar brought together actors of the value chain from the Earth Observation to Disasters Resilience and showcased state-of-the-art products and services in support of disasters resilience for the protection of citizens, economies and ecosystems. Great interaction was achieved through positive testimonies of end users for each Pilot, as well as an interest Q&A and open discussion session. The users' engagement included decision makers and key users from both the public and the private sector, as well as the scientific community.

Participation: 53 participants from 10 countries: Belgium, France, Greece, Italy, Monaco, Netherlands, Romania, Serbia, Spain, United Kingdom.

Organizations/Companies participating (indicatively):

Single European Sky ATM Research (SESAR), Italian Civil Protection Department, Confederación Hidrográfica del Segura (CHS), Segura River Basin Management Authority, Agricultural Cooperative of Thessaly Tomato Producers "THESTO", SATCEN, Swiss Alpine Club

Recording (published on YouTube):

<https://www.youtube.com/watch?v=Cs68D7oR1ck>

8.8 Webinar for Climate, Part B (Showcase 7)

Title:

CLIMATE CHANGE ESTIMATES FOR THE COMING MONTHS | PRACTICAL PILOT SERVICES, PART B

Date:

15.6.2022 | 10:00 - 12:00 am (CEST) | Online

Summary:

The objective of this webinar was to give the participants information about climate variability estimates in air quality (Pilot 6), hydropower (Pilot 4), global carbon and greenhouse gas emissions (Pilot 1), cultural heritage monuments (Pilot 5) and heat indices for Austrian major cities (Pilot 2). In addition, the webinar aimed at getting feedback from potential users.

There was a discussion about the Pilot services and some feedback was given to the pilot presenters. Rapid air quality service (Pilot 6), hydropower from snow (Pilot 4), global carbon

and greenhouse gas emissions (Pilot 1), weather and climate service for UNESCO cultural heritage monuments (Pilot 5) and future climate projection of heat indices for Austrian major cities (Pilot 2) were presented.

Impact:

The webinar achieved its goal of informing the audience about the Pilot services that provide climate variability estimates, predicting the situation for the coming weeks and months for example to be able to prepare and plan hydrology related issues (such as hydropower management) as well as estimate and find improved information about global carbon and greenhouse gas emissions.

Feedback was given after the presentations bringing interesting ideas for improving services or expanding the area of the service. The potential users were informed about how to communicate with the Pilots and get further information from the Pilot team using the e-shape helpdesk platform.

Participation:

13 participants including researchers, end users and stakeholders from city administrations, forestry operators, tourist information services, hotels and hydropower companies.

Organizations/Companies participating (indicatively): FMI, ICOS RI, AA/NOA, ZAMG and Murmuration.

Recording (published on YouTube):

<https://www.youtube.com/watch?v=U5iORNDzPxY>

9 CONCLUSION

The seven (7) Showcase webinar series of the e-shape project successfully achieved their main goals which were, as mentioned previously: A) to promote the results of the Showcases and Pilots, B) to increase awareness within the EO community and beyond, to the public and private sector as well as to the end users in order to maximize the project's impact and C) to promote the e-shape Help Desk as a tool for the participants to submit their questions before, during and after the webinars.

WP6 supported, during the entire process, the SC Leaders and motivated them to leap into action with commitment and willingness to showcase the success stories, services and results of their thematic, in order to maximize the visibility and reach of the project.

Furthermore, through an effective communication and dissemination campaign pivoted on the 7 webinar series, WP6 continued to enhance awareness and knowledge around the project, aiming to concrete project's recognition and maintain a clear picture of the vision and mission that identifies the core focus of the e-shape project.

All webinars are available on e-shape's You Tube Channel.²

² https://www.youtube.com/channel/UCy8p7Pe6Jt8mdL2lKh30K0g?view_as=subscriber

9.1.1.1 END OF DOCUMENT